



*New 52 county Area Pulse\*  
shows WTIX first  
360 out of 360 quarter hours  
. . . shows WTIX first morning, afternoon  
and evening*

**“This changes my whole  
New Orleans thinking!”**

*This is what’s happened since WTIX became  
20 times more powerful, with 5,000 watts  
at 690 kc. Here’s what else happened:*

METRO PULSE; Continued first  
every daytime ¼ hour; now first in 499 of 504  
overall ¼ hours.

HOOPER; First by far, all day.

If you want first call on the 2,500,000 people  
now in the WTIX area, you want to talk to  
Adam Young, or to WTIX General Manager  
Fred Berthelson.

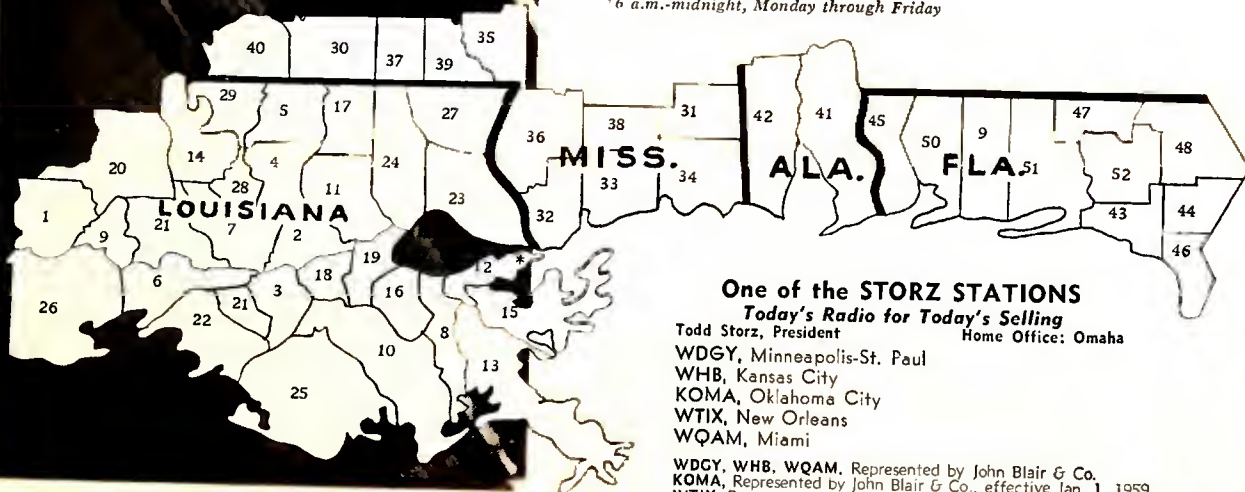
*The New*

# WTIX

*5,000 watts          690 kc.*

## NEW ORLEANS

*\*6 a.m.-midnight, Monday through Friday*



**One of the STORZ STATIONS**

*Today’s Radio for Today’s Selling*

- Todd Storz, President          Home Office: Omaha
- WDGY, Minneapolis-St. Paul
- WHB, Kansas City
- KOMA, Oklahoma City
- WTIX, New Orleans
- WQAM, Miami

WDGY, WHB, WQAM. Represented by John Blair & Co.  
KOMA, Represented by John Blair & Co., effective Jan. 1, 1959  
WTIX, Represented by Adam Young Inc.